



# *News Release*

477 Michigan Avenue, Room 515, Detroit, Michigan 48226; P 313- 226-6075

---

Release No: 2480  
Date: April 25, 2011

Media Contact: Annette Hall, 313-226-6075, x225  
email, [Annette.hall@sba.gov](mailto:Annette.hall@sba.gov)

## ***SBA Welcomes Gerald L. Moore as New District Director***

**DETROIT** – The U.S. Small Business Administration is pleased to announce Gerald L. Moore as the new Michigan District Director. As district director, he is responsible for the delivery of all SBA programs and services in the state, including the SBA guaranty loan program, which is delivered through more than 120 lenders; the government contracting and minority enterprise development programs; and oversight of the Michigan Small Business and Technology Development Center, SCORE “Counselors to America’s Small Business”, Women’s Business Centers, and a Veterans Business Outreach Center. The Michigan District Office, which covers all 83 counties in the state, is located in Detroit (with a Grand Rapids satellite office) and has a staff of 15 employees.

“We are pleased to have Gerald L. Moore managing our operations in the state of Michigan,” said SBA Midwest Regional Administrator Marianne Markowitz. “As an entrepreneur, he knows what it takes to start and grow a business in these tough economic times. He has a strong management background that will be critical in moving our agency forward in the challenging times.”

“It is a privilege and an honor to be appointed the District Director for the state of Michigan,” said Moore. “I see a very strong role for SBA to help nurture new businesses and expand existing ones. I plan on working closely with Michigan’s small business community and SBA’s resource partners to help build Michigan’s economy.”

Prior to his appointment, Mr. Moore served in the United States Air Force where he completed three 24-month tours of duty. He spent the next two years with the U.S. Customs Service serving as an Import Specialist. After leaving the federal government in 1995, Moore began a career in the IT industry where he served as a Senior Program Manager responsible for implementing global programs and projects for Hewlett Packard and EDS.

In 2004, he launched his own company, SportZ AllStarZ, LLC, that provides children with a world-class sporting experience focusing on quality coaching, instruction, and creativity in sports programming. He is a trustee on the Rochester Community Schools Board of Education where he serves as board secretary and, along with the board, is responsible for aligning district contracts, a \$160 million budget, and a multitude of policies with the strategic direction of the district.

Moore has a master's degree in Business Administration from Wayne State University. He received a bachelor's degree in Management from Golden Gate University, in San Francisco. Moore is also a certified Lean Six Sigma Black Belt, PMP® (Project Management Professional), and ITIL® Practitioner. He is married, has three children, and lives in Rochester.

###

*Photo available on request.*